A Study on the Antecedents of Impulse Buying Behavior Concerning Electronic Gadgets

SHORT SYNOPSIS

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by

Shraddha Agrawal

Registration No. MRUMCDN012K200498

Under the supervision of

Dr. Gurpreet Kaur

Associate Professor

Department of Business

Department of Business

School of Business

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DECLARATION BY THE SCHOLAR

I hereby declare that the short synopsis entitled **A Study on the Antecedents of Impulse Buying Behavior Concerning Electronic Gadgets** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in the Department of Business under the School of Business of Manav Rachna University, Faridabad during the academic year 2025-2026.

It is the work that is expected to be carried out under the supervision of Dr. Gurpreet Kaur.

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(Shraddha Agrawal)

Registration No. MRUMCDN012K200498

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Further, it is certified that the short synopsis is within the plagiarism limit and a copy of the same is attached as per the University norms.

Supervisor
Dr. Gurpreet Kaur
Associate Professor
Department of Business
School of Business

Abstract

Research on impulse buying behavior of a consumer is not a new subject but is a highly important aspect of understanding consumer behavior. It has been studied substantially in understanding shopping behavior related to clothes and groceries. Researchers have established the importance of comprehending consumer behavior to assess their future moves and shopping patterns. Impulse purchases form an integral part of a shopping experience and require proper extensive research so that the sellers and marketers can take maximum advantage of the situation. Similarly, the information achieved by investigating the pattern of shoppers and their impulse buying behavior can help the literature advance theoretical research in the subject. Especially in the gadget industry, where there are products which are in thousands and also in lakhs. The electronics industry is steadily growing every year and is becoming an integral part of people's everyday lives. Therefore, it is imperative to understand consumer behavior in the sector. The current research employs a mixed methodology to understand impulse buying behavior of consumers in the gadget industry. This approach is suitable to get in-depth knowledge of the antecedents of impulse purchases and also to cross-check the results through quantitative analysis. The respondents are from India and mainly from the urban areas. India is a diverse country and the results from a growing economy and one filled with such diversity are crucial to study to expand the horizon of the research in the subject.

Keywords: **consumer behavior, gadget market, impulse purchase, buying behavior, cognitive decisions, hedonism, purchase intention, marketing strategies**, **and emotional influences.**

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A study on the antecedents of impulse buying behavior concerning Electronic Gadgets

1. Introduction

Consumer behavior is one of the most important subjects when considering marketing and advertising. There is substantial research on the subject but it requires constant revision to evolve as per the changing industry patterns. The understanding of the behavior of the customers is important to target marketing strategies and advertisements towards them. It is of utmost importance even when designing a product or launching it. To understand the dynamics of consumer behavior is crucial to increase the post-purchase satisfaction of the consumers. Through investigating the consumer behavior, sellers can also make a judgment on their future purchases. Further, it can be seen that the world is changing rapidly, with advancements in technology and changing gender roles and ideologies of the people, the behaviour of the consumers also requires a fresh take and examination. Therefore, the understanding of consumer behaviour is of utmost value to form strategies and get an edge over the competition.

The pandemic of 2019 and the lockdown it brought with it have since then increased the online presence of people. With the easy access of technology to the people and the increasing online presence of the people, there is a need to target consumers differently and in a more proactive way. It has become easy to reach people. Similarly consumers have multiple options to shop from in terms of products and platforms. Thus, the retailers must adapt to the changing situation. Retailers offer e-sales as a technique to encourage impulse buying. The growing ease of accessing products in both physical and virtual stores has contributed to the rise of impulsive buying tendencies in consumers.

The occurrence of impulse purchases has become a point of interest within marketing and consumer behavior studies given its influence among Indian shoppers. These decisions which are sudden due to emotions or external factors have wide-ranging implications for India’s retailing as well as marketing sectors.

Impulse buying has been a topic of considerable interest for both consumers and marketers. Impulse buying refers to the practice of buying something on the spur of the moment without

any advance planning. Impulse buying is usually the result of an emotional response to a trigger in a given situation. This trigger could be a promotion, and the environment. Unlike routine purchases, impulse purchases are made immediately and often their buy decision is made as a result of a strong emotional response. The response may be to pleasure, thrill, curiosity, or an apprehension to miss a golden opportunity.

Multiple situational, environmental, and psychological factors affect the behavior of impulse buying. Emotional states such as happiness, excitement, and stress can increase the chance of making an unplanned purchase. Marketing stimuli like discounts, promotions, and product displays can increase propensity for impulse buying. The ambience or the environment of the store, the music, the lights, and the layout also affect the buying decision. All of these factors, combined with one's personality, make the buying decision process very complex. That is why the topic is still very interesting for scholars.

Understanding why people make impulsive purchases in India is crucial both for marketers and retailers. Emotional factors play a significant role, emotional factors like joy, excitement or relief from stress drive these kinds of impulsive purchases. Furthermore, there are other situations like nice promotions and attractive limited-time offers leading people to decide impulsively; lastly, peer influence forces them to make quick decisions.

These motivations can provide insights into how they shape customer selection when we dig deeper into them. Impulse buys occur most times without any initial intention or significance attached to their purchase. What triggers such decisions though is that consumers are enticed by something new with instant gratification. Their choices could be based upon FOMO (Fear Of Missing Out) regarding possible gain from a perceived opportunity. Identifying such underpinnings allows marketers to create strategies that are answers to customers' emotional needs and help properly exploit impulsive buying behavior.

Considering the impact of impulse buys on marketing and retailing in India is also vital. These unplanned purchases represent both opportunities and risks for businesses. On one hand, they can result in increased sales and earnings especially when it comes to products with a great appeal or those seen as must-haves. Alternatively, people may stop purchasing things persistently or even regret them at a later date after the initial high has worn off.

To take advantage of customer's impulse buying behavior, it becomes important for retailers to take advantage of their surroundings and establish the environment in such a way that it evokes their emotions to purchase items impulsively. These tactics should also be aimed at generating the feeling of gratitude post-purchase rather than regret. So, the retailers be it online or offline, can put forth marketing strategies that give value to the customers and give them assurance that their purchase is meaningful to build a long-lasting trusting relationship.

Consumer electronic devices such as phones, smartwatches and tablets, as well as digital accessories like headphones and other electronic devices have become essential for communication and entertainment, as well as for productivity and socializing. It encourages consumers to buy the devices as after every short period new devices are developed which have new and better features than the previous devices which 3ulfil the needs of consumers.

The gadget industry's fast-paced environment is defined by the continuous release of products and the use of new aggressive marketing techniques. This environment keeps consumers on the lookout for new products and updates. This leads consumers to feel the need to buy new devices to keep up with the latest technology trends or to fit in with a social group. Marketers and their marketing techniques increase the rate of impulse buying within the electronic gadget market.

India is one of the largest and fast growing consumer markets of the world. Structural changes such as urban development, improvement of disposable incomes, increased internet access, and extensive development of e-commerce platforms have altered the purchasing habits of various consumers. The advent of online marketplaces and digital payment systems has increased the accessibility of electronic devices to consumers of varying socioeconomic backgrounds. Additionally, the young population of India how strongly social media impacts and the rising exposure to global consumption of products have resulted in favorable changes for the adoption of technology and the consumption of products. This has resulted in increased interest in electronic devices and created a market for impulse purchasing.

Although studying impulse buying behavior is the focus of many marketing and consumer behavior studies, the majority of these studies focus on impulse buying within specific product categories, such as apparel, groceries, low-priced retail items, etc. Research on impulse buying behavior in the Indian market is scarce and requires focused investigation. The Indian market cannot be treated as a homogeneous entity. It is highly fragmented and can be characterized in

multiple ways. Similarly, to examine the consumer in such a diverse and culturally rich land is crucial for the growing economy and for sustainable growth.

As the gadget industry comprises products from a differing price ranges, catering to people with different jobs and midsets, it warrants a focused attention of scholars to understand how impulse buying happens here, especially in the Indian context, where the product should be perceived as value for money. The insights can be useful for marketers to create advertisements and offers suitable to take advantage of the situation and for retailers to use the variable leading to impulse purchasing in their advantage. With a comprehensive review of literature, the traditional reasons for impulse purchases identified in the research can be assessed and can form the foundation for the study.

Literature Review

With the help of an extensive review of the literature, we have found that there are multiple factors leading to impulse buying behavior. Therefore, the present review of literature breaks down the various components that are mentioned in the existing literature to assist, not only the marketers, but the retail architects and organizations to ethically take advantage of the consumer behavior. This literature review further demonstrates the absence of studies in the Indian context and even less so in the context of the gadget industry, where the offerings are priced relatively higher and are not purchased as frequently as other offerings. Through this review of literature we have identified variables important for our research.

Figure 1: Evolution of impulse buying research themes over time

The literature review of the articles published on the subject of impulse buying behavior showcased an evolving trend in the nature of the examination. The review of the literature demonstrated a clear pattern in the nature of the research in the subject area. Before the nineties, investigators concentrated more on the psychological factors behind impulse buying, as seen in the studies from that period (Figure 1).

The research in the 2000s the focus of the scholars shifted to the rising e-commerce websites and the gradual movement towards online shopping. When in 2026 we look at early 2000s, it does not seem that much but it was a foundational start which led to events today. There was research in cross-cultural studies which highlights the fading boundaries. The 2010s was more about personalized marketing techniques and how to make the client feel special. This is the

time where there was a substantial rise in YouTube, Facebook, and other such platforms, and so their influence in consumer life was also considerable. In 2020s, consumer behavior changes drastically due to Covid-19 and since then has been majorly influences by it. A timely investigation in the same was highly warranted. The future research can be seen to be affected by AI, which has already been the centre of conversation at most academic debates. It can be driver by technology, virtual reality, and machines.

Gender can also be seen as an important variable while assessing the impulse buying behavior. Studies show that women are more prone to impulse purchases as they make their decisions more emotionally (Cavazos-Arroyo & Máynez-Guaderrama, 2022; Dittmar, Beattie, & Friese, 1995). In addition, women are said to be emotionally influenced by external factors such as a stressful situation or a low mood, which leads to impulse buying as a way to cope (Cavazos-Arroyo & Máynez-Guaderrama, 2022; Xiaobo Fang, Fangxin Zhang, Kun Liao, & Minoo Ghoreighi, 2022).

Utilitarian purchases occur when consumers lack emotional involvement when selecting products. For men, this is often where impulse buying is the greatest, buying with satisfaction as the goal (Istudor & Pelau, 2013; Tifferet & Herstein, 2012). However, more recent studies stress that differences in impulse buying traits are not confined to gender differences and that men and women equally display significant impulse buying tendencies (Kanwal, Burki, Ali, & Dahlstrom, 2022). Evidence shows that men and women are equally inclined to emotional and instant purchase decisions. The two previous arguments exemplify the misconceptions regarding the gender characteristics of impulse buying in a diverse country such as India, where rapid changes in gender roles are evident.

The physical environment of the store plays a crucial role in engaging consumers to make purchases (Husnain, Rehman, Syed, & Akhtar, 2019). Some of the factors of the in-store environment, such as the design of the store, the lighting, the music, and even the advertisements, have been proven to improve or change the emotional state of a consumer, which in turn increases the likelihood of a purchase (Tlapana, 2021). It has been demonstrated that a retail space designed in accordance with the type of product being sold stimulates impulsive buying drives among consumers. (Kodali & Kumari, 2021).

Various businesses, depending on their size, take steps that can enhance the experience of buying. For example, a customer buying books at a bookshop may feel that the ambient

elements reflect their state of mind. Retailers, in line with their intended target audience, deploy the use of music in the stores or the wafting of certain aromas to improve the purchase experience of their customers (Changa, Eckmanb, & Yanb, 2011; Mohan, Sivakumaran, & Sharma, 2013). In the Indian context, both sellers, that can be classified as modern and those that can be classified as traditional, exist. So, it is not easy to comprehend the framework, or structure, within which the Indian market is set. India has roadside vendors selling goods worth millions and also has high-end stores in the malls, where ambience itself costs a lot.

According to research, Indian consumers are also bound to purchase due to low self-control which is a result of multiple factors which can be influenced by social, economic, or cultural dimensions (Iyer, Blut, Xiao, & Grewal, 2019). A review of literature reveals a general paucity of research in the Indian consumer electronic gadget market, and even more pronounced is the dearth of studies on consumers in the Indian electronic gadget industry (Lee et al., & Liew, 2023; Vohs & Faber, 2007). Impulse purchases are also linked to the fact that you go to buy a different product and end up buying two more with it since it momentarily brought you joy or you thought that it would. Impulse buying is related to making a person feel joy and has shown to work as a well-being activity (Dawson & Kim, 2009; Lee et al., 2023; Silvera, Lavack, & Kropp, 2008).

Literature also highlights that there are other sociopsychological factors like stress and or anxiety which can be the reason for purchase. With the flashy sales and marketing strategies some people feel overwhelmed and end up buying things out of fear of losing a good deal. The scarcity principle of buying compulsion often leads to hoarding or irrational purchases (Wu et al., 2021). In times like COVID-19, there was an increase in impulse purchases with the fear of scarce supplies (Naeem, 2021). Similarly, the urgency principle says that there is a sense of panic created in the customers where if the product is not bought instantly, they will lose the opportunity. (Alfina at al., 2023).

Due to the restrictions during COVID-19, the world witnessed a surge in online purchases, which completely changed (Wang et al., 2021). It was a time when not only there was health scare but there was also a fear of scarce products. Since people could not leave their homes they resorted to e-commerce which is not the new normal. Additionally, this was a time of anxiety and chaos, where people often saw relief in external activities like shopping or online games (Chauhan et al., 2023; Anas et al., 2022). While there are several studies discussing the scientific and psychological impact of the pandemic, there are very few which have explored

the impulse buying behavior of the customers during that time. This research, however, is not just restricted to the COVID-19 times but still explores it theoretically.

Another notion for the Indian customers is that the product should be value for money. The retailers must not only give them the best value but also present them with the notion that they are getting the best value possible for the product. When the Indian customer feels that the price is right, they tend to buy it irrespective of their needs at times. Also, it is not necessary that if a person has bought it irrationally or in a rush, they will not feel happiness after their purchase (Atulkar & Kesari, 2018).

India is a country with a diverse set of people. Every region has its own societal norms and their own cultures. India is popularly known as a land of culture and rightly so. Therefore, to study the nature of Indian customers is challenging given the diversity it has. Even people in the same income bracket behave drastically different given from where they belong (Lysonski & Durvasula, 2013). Indians even at the age of 45, will listen to the society; even an intellectual woman will take advice from her husband. India is a country dominated by old traditions and is still evolving and becoming a global power. One may find that the urban women in India may purchase a product impulsively, while a woman from a rural background with the same income may show the urge of impulse purchase for a completely different product (Sharma, Rana, & Tripathi, 2020).

It is however clear that although these interests have attracted research focus in other parts of the world, impulse buying behavior in India is perhaps one area/ topic that has not attracted enough attention from scholars. Owing to the country's peculiar culture, economy, and social structures there is also the need for further sweeping research that deals with impulse buying behavior in India. Such research would not only enrich the knowledge about impulse buying from a global perspective but will also be beneficial for retailers and marketers functioning in the Indian market.

2.1. Factors Influencing Impulse Buying

Internal Psychological Factors

Impulsivity, as a personality trait, has a significant impact on impulsive buying (Bratko, Butković, & Bosnjak, 2013; Xiao, Nicholson, & Iyer, 2017). Impulsivity has been defined as

acting without thinking or not giving much thought to it. This kind of person often behaves impulsively by making impulsive purchases because they are driven by immediate gratification and tend to overlook the consequences of their actions from a long-term perspective (Martin & Potts, 2009; Schmidt, Holroyd, Debener, & Hewig, 2017). As a result, such people make more unplanned or spontaneous purchases, especially when exposed to alluring merchandise and promotions (Al Mutanafisa & Retnaningsih, 2021; J. J. Kacen et al., 2012).

Another important feature, **sensation seeking**, refers to the pursuit of new experiences and adventures, some of which may involve physical risks, social risks, or financial risks, among others (Hidayat, 2016; Vohs & Faber, 2007). People who enjoy sensation-seeking are attracted by the novelty and excitement of new products, especially those related to electronic gadgets. They have a high desire for new things and are therefore frequently engaged in impulse buying compared to other groups.

Conversely, **self-control**, which entails regulating one's emotions, thoughts, and behaviors during temptations and impulses, restrains impulse buying behavior (I.-L. Wu, Chiu, & Chen, 2020). Low-self-control individuals find it difficult to resist instantaneous temptations like good deals or attractive product displays, thus leading them to make impulsive purchases more easily than individuals with high self-control who postpone their gratuitousness, hence unlikely to make quick decisions regarding what they want only when the need arises (Y. Y. Lee, Gan, & Liew, 2023).

Materialism also plays an important role. Materialism is interested in acquiring material goods to achieve happiness and social status (Prihadi, Irawan, Waskita, & Utami, 2024; Pupelis & Šeinauskienė, 2023). Buying new products is looked at as personal success by materialistic people. Hence, they cannot resist making impulsive purchases, especially among electronic gadgets, as they strive to improve their self-image and social position.

Emotional Factors

Emotional states, such as mood and emotional arousal, greatly affects impulse buying behavior (Baumeister, 2002; Parsad, Prashar, Vijay, & Kumar, 2021). Mood is a condition that could either be positive or negative and its impact on impulse buying cannot be over emphasised. In order to maintain good feelings, individuals in positive moods would make spontaneous or unplanned purchases whereas persons with negative moods would use impulse buying as an

outlet to relieve themselves from misery or discomfort (Iyer, Blut, Xiao, & Grewal, 2019; Xiao et al., 2017). This is evident through the concept of retail therapy where people buy goods to uplift their spirits (Bellini, Cardinali, & Grandi, 2017) Happy people sometimes indulge in impulsive spending to prolong their joyful moods. The act of acquiring something brings about happiness that is in tune with their present emotional state.

Psychological Factors

Self-esteem is a significant element that affects impulsive shopping, as it has to do with the individual's general evaluation of themselves and their worth (Dhandra, 2020; Silvera, Lavack, & Kropp, 2008). Impulse buying may be used by people with low self-esteem to elevate their self-image and cover up feelings of inadequacy (Indrawati, Ramantoko, Widarmanti, Aziz, & Khan, 2022). The purchase of new and desirable products contributes to an ephemeral feeling of accomplishment and value. On the other hand, those with high self-esteem are more confident in their choices and hence less likely to exhibit such behavior as it validates them (Verplanken & Sato, 2011).

The necessity for cognition, which refers to the enjoyment of effortful thinking activities, also bears upon impulse buying (G Muruganantham & Ravi Shankar Bhakat, 2013; Y. Y. Lee et al., 2023). People who possess a strong need for cognition are more cautious about making purchases, hence, they minimise impulsive buying impulses (Y. Y. Lee et al., 2023). They love processing information and making informed choices, which is in contrast to impulse buying's spontaneous nature. However, people with a low need for cognition might be more prone to impulsiveness since they rarely engage in extensive analysis before purchasing (Cachón-Rodríguez, Blanco-González, Prado-Román, & Fernández-Portillo, 2024).

Perceived risk, the potential for loss or negative outcomes associated with a purchase, can deter impulse buying (Naeem, 2021; I.-L. Wu et al., 2020). When there is high perceived risk, individuals hesitate to make on-the-spot choices about what they want due to fears of wasting money, getting a poor-quality product, or even buyer's remorse (Akram et al., 2018).

Marketing and Promotional Factors

Increasing, research in marketing is focusing on ways to understand new ways to contact the consumers and reach them in a more personalized manner (Luo et al., 2021; Parsad et al., 2021).

In today's world, advertising is easily and more frequently visible to consumers (Parmar, Mann, & Ghuman, 2020; Zafar et al., 2021). Marketers know several effective ways of reaching the client and get their message through. Research shows that advertisements, be they on TV, social media, or newspapers, have a lasting impact on the people (Singh, Sharma, Arora, & Bhatt, 2023; Yan et al., 2023). The research also highlights the value of coupons and discounts in increasing sales which can also be attributed to consumers making impulse purchases (Bandyopadhyay, 2024; Zhao, Li, Wang, Zhou, & Luo, 2022) as they make a sense of urgency in the consumers.

Advertisements play with the psychy of the people and hit them the best. Nowadays, with the advancement of technology, personalized ads have taken over the market which leads to a person feeling cognitive dissonance and consequently making impulse purchases. A good and well-designed advertisement which highlights the good about the product in a way that it speaks to individuals has proven to be most effective. Electronic goods are now marketed as essential items and an integral part of lifestyle (Hidayat, 2016). Phones have become camera, calculators, and even torches; for music also, people are buying Alexa and other such products, and the list goes on. Most things are turning into automatic or electronic devices.

The packaging of the product is also crucial in attracting customers (Clement, Kristensen, & Grønhaug, 2013). (Clement, Kristensen, & Grønhaug, 2013). A packaging that is out of the box or is quirky enough to grab the attention of the customers tends to be preferred more. The packaging of the product grabs the attention of the customer and makes them consider it more. Packaging that is designed effectively using color graphics, among other things, is more likely to generate strong first impressions, thus stimulating impulse purchases from consumers based entirely on its visual attractiveness (Husić-Mehmedović, Omeragić, Batagelj, & Kolar, 2017; J. J. Kacen et al., 2012; Martinez, Rando, Agante, & Abreu, 2021).

Point of sale (POS) products which are available at the counter receive more attention of the consumers. They are used to make quick purchases of the product. They are often cheap and used by majority of the people (Siahpush et al., 2016; Verplanken & Sato, 2011). These are the kind of procuts which do not hurt the pockets of the buyer a lot like an ear phone or a charger or an electric brush. They also often work like a plus one kind of a deal with the product already purchases.

This leads to novelty. Often in the technology and electronics department, sales happen due to the novelty of the product. Curiosity is the major driver of impulse purchases in such a situation where the purchase happens to see what exactly the product offer and how it works. Also, it is about fear of missing out on trying a new and novel product (Miao et al., 2020). People often buy new tech products impulse to be current with the innovations and advancements in cutting-edge technology (Farah & Ramadan, 2020; Wells, Parboteeah, & Valacich, 2011)

Moreover, variety and assortment within a product category can influence impulse buying (J. Kacen & Lee, 2002; P. Sharma, Sivakumaran, & Marshall, 2010). The existence of many alternatives enables the buyer to try out different features, designs, or price ranges so as to get something that interests them. A wide range of items can enhance purchasing experiences by providing choices that cater to various preferences and needs, making impulse purchases more likely (Bellini et al., 2017). Pupelis & Šeinauskienė (2023), on the other hand, an emphasis that the diversity of products has a negative effect on consumers' online impulse buying intentions as higher willingness is observed when faced with fewer choices.

Impulsive buying behavior is also influenced by brand reputation (Japutra, Ekinci, & Simkin, 2019; Verma, Badgaiyan, & Dixit, 2017). Brands that have been well-established and reputable often create trust among consumers, thereby making them feel comfortable engaging in unplanned purchases (Y. Chen et al., 2019). Nevertheless, such strong brand reputations may create emotional connections with customers who recognise these brands as susceptible to affecting judgments made regarding the quality and performance of products (Ahmadi & Ataei, 2024). The reliance on such emotions decreases the barriers toward impulse buying.

Store Environment Factors

Impulse buying in stores is highly influenced by the store layout (Mohan et al., 2013; Tlapana, 2021). The store layouts are well-designed to guide customers through the shopping spaces to maximise product exposure and encourage exploration. This can be achieved by strategically placing high-margin or promotional items along the shopping path to increase impulse purchases (J. J. Kacen et al., 2012). A store which is mindfully crafted considering the choice of its target audience can increase its sales considerably while also increasing customer satisfaction while shopping (Aragoncillo & Orús, 2018; Hashmi, Shu, & Haider, 2020). It is important to note that a consumer does not only come to shop a product but also comes to live an experience.

The lighting and the ambiance of the store form a crucial part of the experience (Makgosa & Sangodoyin, 2018).. If the product is a high end hair straightner and is being sold in a general store then there are lesser chances of it being sold. The product should be placed as per the market. When a store calls itself a luxury store, they often use scented candles, slow instrumental music, and visuals, which help them portray the said image. Music and the scent of the store have been proven to be effective in creating an atmosphere for the customers (Iyer et al., 2020; Mohan et al., 2013; Parmar et al., 2020; Herabadi et al., 2009; Zhao et al., 2022).

Research shows that the number of people in the store also impacts purchase decisions (Bandyopadhyay, 2020). So, crowding can give two impressions to the consumers. Either it can show that the product is highly in demand and may go scarce in the near future. Such a situation leads to impulse purchases. Another is that people refrain from entering the store as they are discouraged by the number of people present in the store (Tran, 2020).

Situational Factors

The idea that a person has only limited time available to make the purchase leads to rash and irrational decision (Badgaiyan & Verma, 2015). Therefore, time constrain is a major factor in impulse buying (Ilyas et al., 2022). This urgency is often created with the help of marketing strategies. Flash sales can also trigger impulse buying (J. J. Kacen et al., 2012). Most flash sales last only a few hours and offer steep discounts on select items. The design of these flash websites encourages users to make snap decisions because closures of these deals are unknown. (Sana Hussain & Siddiqui, 2019; Luo et al., 2021). It leads to impulse buying as consumers are unable to determine the necessity of the purchase.

Another example of using time pressure to encourage impulse buying is seasonal promotions (Hmurovic, Lamberton, & Goldsmith, 2022). There is always a limited-time sale during Black Friday and Cyber Monday as well as holiday seasons (Marjerison, Hu, & Wang, 2022). The build up and anticipation create a consumer shopping spree to get the seasonal offers. The amount of disposable income one possesses is a factor that hinders impulse purchasing behaviors (Bashar, Ahmad, & Wasi, 2012).

As such, if an individual has some extra money, he or she will tend to spend it without hesitation; hence, impulse buying comes in handy (Prashar, Parsad, & Sai Vijay, 2015a; Xiaobo Fang et al., 2022). If a person has enouh disposable income they are more likely to feel good about their purchase or at least will not regret their impulse buying (Iyer et al., 2020). Also, the access to extra credit can also lead to impulse buying (Akram et al., 2018). When a person is

not visually seeing a reduction in the money in their hand is all available online, it becomes extra cash for that person and they may feel they can pay this amount later (Chan, Cheung, & Lee, 2017).

Interestingly, impulse purchases are also linked to people maintaining their social status (Gottumukkala & Kalvakolanu, 2023; Zheng, Men, Yang, & Gong, 2019). In a society where status is given importance it often pushes consumers to make impulse purchases. (Cialdini & Goldstein, 2004). Either a fellow shopper is buying a product (Zafar et al., 2021), or a family member insists on making the purchases (Muratore, 2016), or the person is in generally influenced by their opinion and falls into people pleasing. So to maintain a social status or image, people get influenced with their friends and family members and end up making impulse purchases (Husnain, Rehman, Syed, & Akhtar, 2019).

This means that the purchasing habits and attitudes of parents, siblings, and other family members are closely linked an individual's tendency towards indulging in impulsive buying (X. Chen, Kassas, & Gao, 2021). At least growing up within a family system where spontaneous purchases are common does not only normalize this habit but also increases its persistence into the adult life stage, beginning in early childhood, which becomes easier as one grows older.

Social media and online reviews only increase social influence on impulse buying (Parmar et al., 2020). For example, influencers share their new purchases on platforms such as Instagram, Facebook, and YouTube, while at the same time peers do the same in order to have others mimic their ways of life (Yan et al., 2023). The risk factor is also lowered through online reviews and testimonials that build trust in a product, thereby increasing impulse buying (Zafar et al., 2021). Seeing the purchases others have made can lead to urgency among buyers, thus, FOMO, or fear of missing out, can induce unplanned shopping sprees.

Impulse buying behavior is likewise influenced by cultural norms through their impact on attitudes toward consumption (J. J. Kacen et al., 2012). Consumerism and materialism are important factors in making purchases and how the population of the region treats is an effective way to understand their purchases behavior (Cakanlar & Nguyen, 2019). Impulse buying is usually more in cultures where products are seens as status symbol and showing off matters. India, certain urban areas like Delhi are famous for people showing their success through the kind of products they own.

The cultural traditions of a society are important factors that guide purchases (Melnyk, Carrillat, & Melnyk, 2021). Researchers argue that societies where individualism is stronger and people are less cared about what others think are more likely to make their own decisions rationally but people who keep high importance placed on self-expression are more likely to engage in impulse buying (Podoshen, Andrzejewski, & Hunt, 2014). Societal values concerning financial management, spending patterns, and buyer habits could influence whether or not one makes spontaneous purchases (Golob, Podnar, Koklic, & Žabkar, 2018).

Technological Factors

The advent of e-commerce and online shopping has made it easier for consumers to access products, leading to an increase in impulse buying (Himawari, Prayoga, Fajrianti, & Abraham, 2018; L. Zhang, Shao, Li, & Feng, 2021). One major factor behind this trend is the simplicity offered by online shopping. This means that individuals can now shop from anywhere at any time, including their homes, without needing to travel physically to a store or mall(I.-L. Wu et al., 2020). It's no longer necessary to wait until the next day or go all the way downtown, hence, purchasing becomes much easier as there are no time restrictions imposed upon it (Chan et al., 2017; Marjerison et al., 2022). The delivery convenience provided further heightens the allure of online shopping (Duarte, Costa e Silva, & Ferreira, 2018).

Another significant influencer of online impulsive purchases is personalised recommendations powered by smart algorithms (Y. Chen et al., 2019). By analysing browsing histories as well as purchase records, e-commerce platforms bring up items matching customers' preferences (S. Basu, 2021; Senecal & Nantel, 2004). Such customizedsuggestions elicit unpremeditated purchases because they display things that were not actively searched for but seem appealing. Personalization adds an interesting touch when shopping and can compel people to buy instantly (Dodoo & Wu, 2019).

One-click purchasing is another technological advancement that facilitates impulse buying (Chan et al., 2017). It makes the checkout process frictionless. The checkout button is designed as one click, which reduces the time taken by the customer to reconsider his or her decision and increases impulse purchases. This simplicity and speed make it easy for anyone to purchase items on a whim (Husnain et al., 2019; Martínez-López, Li, Feng, & Esteban-Millat, 2020).

Shopping apps for mobile devices heighten the thrill of impulse buying by making it even more accessible (Chopdar, Paul, Korfiatis, & Lytras, 2022; Gupta, Prashar, Parsad, & Sai Vijay, 2021). Because the purchases can be done through smart phones which are constantly with the individual, it is a continuous process which can be carried out at anytime from anywhere (Faulds, Mangold, Raju, & Valsalan, 2018) These mobile applications are usually endowed with easy-to-navigate interfaces and features such as push notifications concerning discounts and promotions and smooth payment systems intended to instigate impulse buying behavior. Integrating augmented reality (AR) functionality into these apps enriches them with an interactive aspect whereby users may have a taste of what they desire whenever they feel like it (J. V. Chen, Ruangsri, Ha, & Widjaja, 2022).

Technological Advancements

In regards to impulse buying behavior, in particular, technological advancements such as new product launches and innovations play a significant role (Arachchi & Samarasinghe, 2023). The electronics industry especially experiences fast technological changes, where firms frequently introduce new gadgets with advanced features (Deepika Ganlari & Dutta, 2019). There is always hype around these launches, which creates urgency or desire among consumers who want to be on par with technology, thus becoming impulsive buyers because they don't want to miss out on the latest gadgets that have emerged in the market.

Psychological and Cognitive Factors

Psychological and cognitive factors play a significant role in impulse buying, particularly in the decision-making process (Iyer et al., 2019; Luo et al., 2021; Xiaobo Fang et al., 2022). People use mental shortcuts like heuristics and biased information in making their quick choices (Xiaobo Fang et al., 2022). These simplifications of cognition are likely to result in impetuous purchases. In another example scarcity heuristic makes consumers perceive limited-time offers or limited stock as scarce thus prompting them to buy impulsively to avoid missing out (Y. Wu et al., 2021). Similarly, the anchoring bias where initial information (like a higher original price) influences perceptions of value can make discounted prices seem irresistibly low-priced deals thereby leading to unplanned purchases (J. J. Kacen et al., 2012; Luo et al., 2021).

Figure 2: Factors Influencing Impulse Buying Behavior Identified from the Review of Literature

Figure 2 summarizes the various factors found through an extensive review of the literature. These factors can be classified as internal and external factors. Where internal factors are responsible for swaying the decisions of the person from within, and the external factors are the forces outside the control of the customer. However, our research will not test all the factors, and the key variables from this research will be examined. The present study focuses on selected variables that are most relevant to the electronic gadget market and the research objectives

3.Significance of the study

There has been considerable research on the psychology behind impulse buying; however, most of this research has focused on low-value, high-volume items. There is significantly less research on impulse buying and the consumer electronics sector. This sector is a category of high-value items, including electronics like smartphones, tablets, smartwatches, etc. The bavior of the consumers and the factors they consider while purchasing an item which is of higher value is definitely going to be different than their behavior during purchasing low stake items irrespective of marketing strategies. Also, India is a growing economy. Moreover, India is a major name in the world map. There is a constant growth in the electronics industry.

People don't buy electronic gadgets like a phone or a tab just to use it. They buy it to prove their social status. Sometimes people want to flaunt their money, and at times people want to flaunt how grounded they are. In india, even though technology is advancing, Indians are still functioning in influence with the region, traditions, family, etc. Indians don't just look at the quality of the product and price. They also look at what image it will portray. Interestingly, Indians have a huge and dominant cultural impact on their actions. Thus, there is a need to investigate consumer behavior in the electronic industry from a psychological perspective as well as a social perspective.

The results from exploring the causes of impulse buying behavior, especially as a consequence of marketing strategies, can provide valuable information on what strategies are best. The key to understanding what works best when marketing a product or what can be used as a stimuli to make the purchase by the consumers, is to understand the psychology and their behavior. This study fills a critical gap in the academic literature by providing a deeper understanding of impulse buying behavior specifically related to gadgets in the Indian market, an area that has received limited attention.

- Gaining an understanding of the stimulating factors of impulse buying behavior of Indian buyers in regard to gadgets is crucial for businesses in determining the most effective marketing and promotional strategies to enhance their sales.
- This study provided businesses with the information necessary to develop strategies that would reduce the detrimental consequences and enhance the beneficial effects of impulse buying behavior on consumers. Providing the necessary information to businesses to stay strategic on the impact of impulse buying on consumers' decision-

making process would increase positive impacts of impulse buying behavior in order to enhance consumer satisfaction and retention.

- This research provided practical implications for Indian marketers and retailers in the area of planning to manage and grow the phenomenon of impulse buying among consumers for gadgets. This will ultimately contribute to the success of the Indian gadget market.

4. Scope

The main focus of this study is the Indian market, looking at factors and implications behind impulse buying behavior for gadgets. India is a country with a diverse population. Each region consists of its own beliefs and traditions. It is a country of multiple religions, all living together in the same space bound together with history. The respondents are from the metropolitan cities of India. Considering the diversity of the country, the author decided that to get most value from the research is to streamline the approach and focus on a particular region rather than diluting the research by involving all regions of the country. Rural and urban mentality is distinct from each other and it is important to understand each first separately and then comparison can be done in the future. The metropolitan cities offer a wider economic exposure. Further, the retailers of the metropolitan cities cater to a wider audience and their different needs.

5. Statement of the research problem

The phenomenon of impulse buying behavior in matured markets has been studied extensively. The literature does not truly cover the nature of the Indian customers' impulse buying behavior especially in the gadget industry, an industry so diverse and catering to different types of customers in the same shop. The Indian market is unique and has to adjust to a wide array of factors. Same products are marketed differently to different customers in the same shop. It is noteworthy to understand the art of the retailers. Therefore, the purpose of this research is to understand the impulse buying behavior of Indian customers buying gadgets.

6. Objectives of the study

The main objective of the research to understand the reason behind impulse purchases of electronic gadgets amongst the Indian clientele. To analyse the relationship between emotional factors, promotional stimuli, social influence, digital marketing exposure, store environment factors, and product characteristics and impulse buying behavior of electronic gadgets.

7.Research questions

- Which factors motivate Indian consumers to make impulse purchases related solely to electronic devices?
- What impact do emotional factors, promotional stimuli, social influence, digital marketing exposure, store environment, and product attributes have on impulse buying behaviors related to electronic devices amongst Indian consumers?
- What are possible consequences of impulse buying behavior for retail merchants in the Indian electronic devices market?
- What strategies can be used by retailers to tap into impulse buying behavior in the Indian electronic devices market?

8. Research gaps identified

In the process of literature review, there were several research gaps identified about impulse buying behavior involving gadgets for the Indian market. These gaps provide opportunities for further investigation in this study:

Research is limited within India: whereas impulsive buying behavior has been researched extensively in developed markets, there is a paucity of studies specifically on this subject in the case of India. India is a country of rich heritage and culture widely accepted, therefore, a separate study is warranted and necessary to provide a useful framework for the retailers.

Interrelationships among variables: With the help of the review of literature, it can be seen that there do exist research on individual factors like the physical aspects of the store but very few examine all the factors leading to impulse purchases. These factors need to be studied in relation to each other and how they influence each other rather than in isolation. This research

will examine their role in relation to each other and their impact on the customers given their own demographic details which is crucial to assess when purchasing expensive products available in the electronics industry.

Hypotheses

H1: Emotional triggers influence impulse buying of electronic gadgets.

H2: Limited-time offers and flash sales increase the likelihood of impulse purchases.

H3: Younger consumers (18–30 years) exhibit higher impulse buying tendencies compared to older consumers.

H4: Consumers influenced by peer recommendations and social media advertising are more likely to make impulse purchases.

H5: Digital marketing techniques (such as personalizedads and social media promotions) significantly influence impulse buying behavior.

H6: Store environment factors influence impulse buying behavior of electronic gadgets.

H7: Product characteristics influence impulse buying behavior of electronic gadgets.

9. Conceptual Framework

Based on the literature review, the study proposes that impulse buying behavior is influenced by emotional factors, promotional stimuli, social influence, digital marketing exposure, store environment factors, and product characteristics. In addition, demographic characteristics such as age, gender, and income are examined to understand differences in impulse buying behavior among consumers (Figure 3).

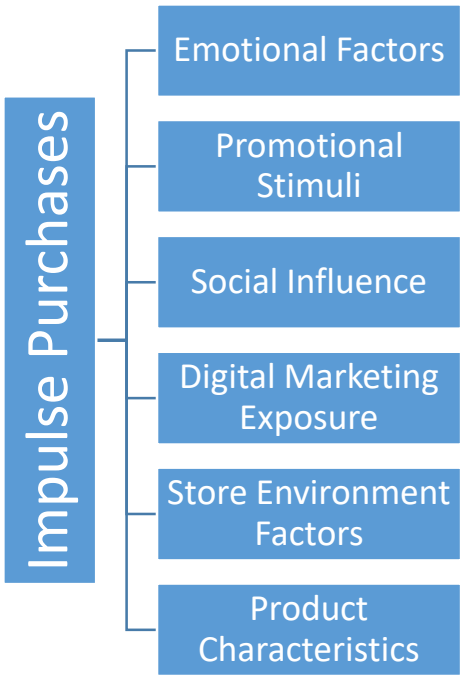

Figure 3: Conceptual framework illustrating the relationship between independent variables and impulse buying behavior in the electronic gadget industry.

10. Research Methodology

10.1 Variables of the Study

The literature review suggests that impulse buying behavior can be affected by emotional factors, promotional stimuli, social factors, digital marketing, store factors, and product factors. In addition, demographic factors such as age, gender, and income are analyzed to identify variations in impulse buying behavior among different consumers.

The purpose of this study is to identify the factors affecting impulse buying behavior of electronic gadgets among Indian consumers by identifying one dependent and several independent variables based on the literature review and the research hypotheses.

Dependent Variable

Impulse Buying Behavior

The dependent variable is impulse buying behavior, which is the sudden and unplanned purchase of electronic gadgets due to emotional, promotional, and external influences. Impulse

buying behavior is characterized by the absence of prior planning and by the lack of extensive consideration of buying alternatives.

Independent Variables

Emotional Factors

Emotional aspects of a person are internal conditions that can range from an individual being stressed, excited, angry, happy, etc. When a person feels the need for emotional satisfaction, he or she might even engage in impulse buying, for example, by purchasing a new electronic gadget. This is also a form of unplanned buying.

Promotional Stimuli

Promotional stimuli includes time-sensitive offers and lightning deals that drive promotional urgency and encourage impulse buying through instant purchase urgency.

Social Influence

Social Influence refers to the impact of one's peers, relatives, online communities, and social media. Peer endorsements and social media marketing can also work.

Digital Marketing Exposure

The digital marketing exposure includes personal and behavioral retargeting ads, other online marketing, social media, and online marketing triggers.

Store Environment Factors

Store Environment Factors mean the store's physical and sensory aspects, including layout, light, music, and overall ambiance, that drive and encourage consumer buying.

Product Characteristics

Product Characteristics include newness, electronics, better and smarter features, and reputation and value, all of which drive impulse buying.

Control Variables

Control variables for the study include demographic characteristics such as age, gender, and income in order to observe variations in impulse buying behavior across different consumer demographic groups. These variables help in identifying the demographic segments that are most likely to show impulse buying behavior when purchasing electronic gadgets.

10.2 Description of research design

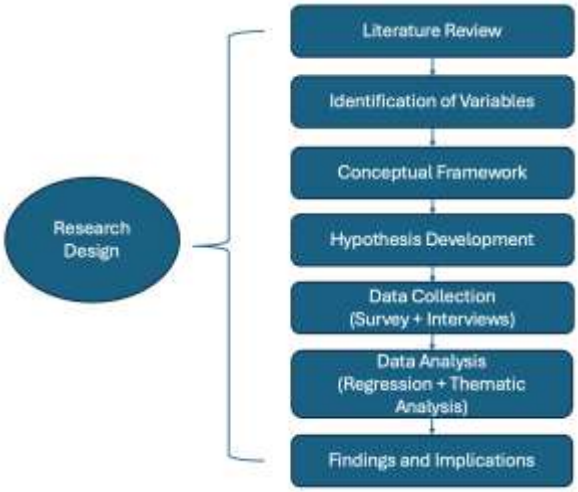

Figure 4: Research Design of the Study

This study examines impulse buying behavior specifically related to gadgets in India using a mixed-methods research strategy that combines both quantitative and qualitative data collection and analysis (Figure 4). This method facilitates a comprehensive assessment of the processes that lead to impulse buying of gadgets by Indian consumers and the associated factors.

Quantitative research: For quantitative research, a cross-sectional study using purposive and snowball sampling will be conducted on a heterogeneous population of urban Indian consumers. The survey will capture the sentiments of the consumers concerning the gadgets, as well as the self-reported urge to make an impulse purchase of some specified marketable goods, while controlling for other covariates such as age group, gender, etc. Descriptive statistics, inferential statistics, and multiple regression analysis will be utilized to test the hypotheses and establish the relationships among the variables.

Qualitative research: The qualitative research consists of semi-structured interviews and focus groups of consumers, marketers, and retail professionals in India. The objective of the

interviews and focus group discussions is to obtain a comprehensive and detailed understanding of the impulse buying behavior of the Indian consumers, as well as the cultural aspects that may be involved. In order to analyze the qualitative data that will be obtained from the interviews and focus groups, a thematic analysis method will be employed.

Data collection methods: Regarding the impulsive buying of gadgets by Indian consumers, the research questions and hypotheses will be addressed using the primary and secondary data collection method which will be quantitative and qualitative.

Primary data collection:

a) Quantitative data collection: A cross-sectional survey will be administered to a large and diverse sample of Indian consumers under the heads north, south, east and west zones via a simple purposive sample technique and snowball technique of sampling with 500 as a sample size. The survey will consider demographic factors, individual personality traits, consumer attitudes, and self-reported impulse buying behavior in the context of gadgets specifically. The survey can be conducted online or through questionnaires, depending on the accessibility and preferences of the selected target population and their participation.

b.) Qualitative data collection: Semi-structured interviews and focus groups will be performed on Indian customers, marketers, and retail professionals to gather qualitative data. The implication of this analysis helps in understanding the cultural influences on gadgets for impulsive consumer behavior and buying decisions that affect the decision-making process of a consumer. Interviews and Focus groups may be conducted either through face-to-face meetings or over the phone or video conference depending upon the availability and inclination of the participants.

Secondary data collection: The present study is dependent not only on Primary data but also on reliable secondary sources of information which will be used to collect relevant information about impulse buying behavior as well as consumer behavior trends in Indian gadget markets. Some of these sources include academic literature, industry reports, market research, government publications statistics etc. The conclusion is drawn from this data.

C. Data analysis techniques The mixed-methods research design necessitates the use of both quantitative and qualitative data analysis techniques to examine the data collected in this study

on impulse buying behavior related to gadgets among Indian consumers which are shown in Appendix three. This will provide an understanding of the factors that lead to unplanned purchases of gadgets, as well as the gaps between their characteristics that are associated with each other.

Quantitative Data Analysis: In order to identify patterns and relationships between significant factors linked to impulsive buying, descriptive statistics and multiple regression analysis will be used.

Qualitative Data Analysis: The analysis of qualitative data from semi-structured interviews and focus group discussions will employ Thematic Analysis (Braun & Clarke). This includes multiple components, such as: defining, engaging with text, and creating labels for themes, as well as writing up findings, etc.

a. Data Familiarization: Prior to analysis, the researcher will read through and analyze all the material in the interviews and transcripts from the focus group discussions. This will allow the researcher to have a comprehensive understanding of the material.

b. Initial Code Development: Sections of text which pertain to the impulsive purchase of gadgets are coded.

c. Theme Identification: The researcher will review the codes and examine patterns to identify themes. The researcher will ultimately analyze the themes to determine if they truly reflect the different perspectives of the participants.

d. Defining and naming themes: Analysis of the themes entails the definitions and naming of the themes which require the reviewer to go through the codes one at a time, and this type of analysis can also be corroborated with verbatim transcripts from different participants and if the transcripts provide evidence to support each of the themes, it can be incorporated.

e. Writing up the findings: In the end, the results will be synthesised systematically and will be presented with coherent results and recommendations. It will be in a detailed and easy to understand manner where the insights are articulated carefully for the readers.

10. 3 Operationalization of Variables

To identify the factors that contribute to impulse buying behavior of electronic gadgets, the variables of the study will be operationalized as observable measures based on the literature of consumer behavior. The data to be used in the study will be collected through a structured questionnaire, and most of the variables will be measured using a five-point scale ranging from strongly disagree to strongly agree.

Dependent Variable

Impulse Buying Behavior

Impulse buying behavior as mentioned can be understood as a behavior by the consumers which are unplanned and done in the heat of the moment without giving much through to the actions and consequences. The variable will be measured by assessing their urge experessed in making impulse purchases, feeling excitement during the act of buying, or regretting the purchase after buying the electronic gadget.

Independent Variables

Emotional Factors

Emotional Factors will be assessed through the psychological cause(s) that culminate to the impulse buying. These psychological reasons can be stress or emotional relief. Both positive and negative emotions will be examined.

Promotional Stimuli

The variable of promotional stimuli includes factors leading to promoting a product like any discounts or flash sales associated with the product.

Social Influence

Social influence is the way a society influences the purchases of the consumers, these include family members and friends or any other member associated to the person socially.

Digital Marketing Exposure

Digital marketing is a crucial and prominent factor. With the increasing presence of consumers online, its role needs to be assessed separately. This includes advertisements online, marketing campaigns by the sellers or influencer marketing.

Control Variable

Demographic factors include gender, age, and income of the respondents.

11. Expected outcome of the Research

The study intends to employ qualitative and quantitative methods to collect complete data that will be analyzed to explain impulse buying behavior related to gadgets among Indian consumers. Qualitative research is expected to give us foundational insights on consumer behaviour. It will be important to get indepth knowledge on the impulse buying behavior of the respondents while making purchases. Quantitative research allows more accuracy and both of them together makes the research more rigorous. The research has immense strength due to its timeliness and rigour research methodology which renders trustworthy results. The implications for marketers and retailers in the Indian market will be provided based on the qualitative and quantitative data analysis. The analysis of qualitative and quantitative data may provide insights into the implications of the factors inciting impulse purchases of gadgets for marketers and retailers in the Indian market.

The main goal of the study is to analyze the factors that influence impulse buying of gadgets by Indian consumers. The idea is to also examine the implications of such buying behavior for businesses selling to this demographic. This study uses a mixed method research design to analyze the interplay of personal factors, situational drivers, marketing strategies, and cultural constructs as provenance factors of impulse buying of gadgets. This study will help bridge the existing gap in impulse buying behavior in the Indian context and offer practical strategies for businesses in India to capitalize on impulse buying behavior.

12. Limitations and Recommendations

The present study may be beneficial in understanding the impulse purchase behavior in India pertaining to gadgets, however, there are some limitations that need to be addressed. Suggested first is focus on Urban Areas. To increase the value driven by the research, it is mostly focused

on the urban cities which can also be seen as a limitation of the research. Therefore, a separate study focusing on the rural aspect can be undertaken in future and then later on a comparison of the results will provide extensive knowledge for the marketers.

Although the study employs a mixed-method research design, it primarily relies on survey responses from urban consumers, which may limit generalisability. Further, we have used primary data which is limited in nature. The future studies can use secondary data to study or employ a quantitative method to cross-check the results in a larger setting of objective questions. Observational or experimental methods can also be used to study the behavior of consumers.

While the current research speaks of the differing nature of online and offline purchases. It will also be useful if there can be a comparative analysis by the future scholars in the Indian context. It is important in these evolving times where India is still grounded in traditional belief to understand the nature of purchases and how the customers behave in different environments under different marketing strategies. Having said that it is also crucial to maintain ethical behavior by the retailers as well and not exploit the customers especially to create a loyal consumer base for themselves.

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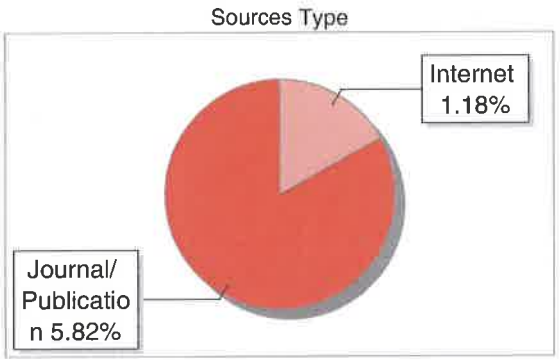

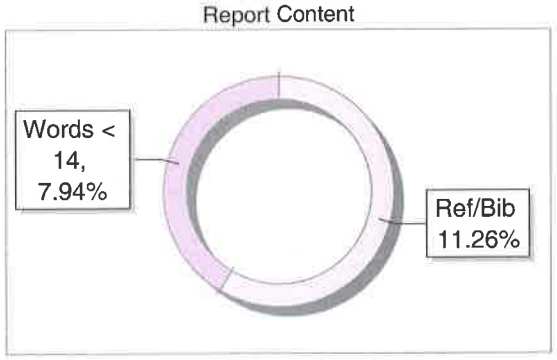

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Shraddha Agrawal

Registration No. MRUMCDNO102K200498

Under the supervision of

Dr.Gurpreet Kaur

Associate Professor

Swami Vivekananda Library
Maharaja Agrasen University
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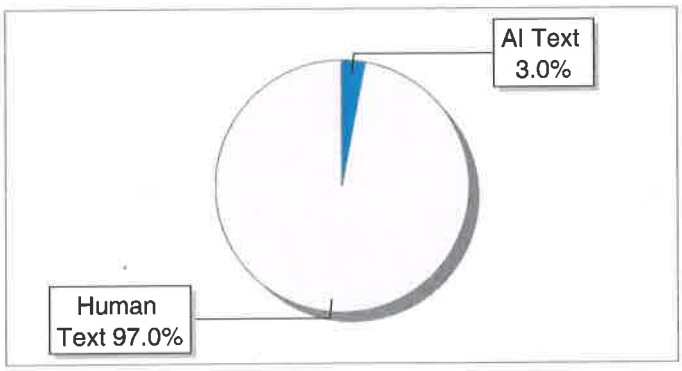

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